## **CLAIMS**

What we claim:

1	1. A method of providing presentations to a user node over the Internet,
2	comprising:
3	providing a presentation instructions data file, the presentation instructions data file
4	including content and instructions on presenting the content;
5	providing a presentation engine with functionality common to a plurality of different
6	presentations, the functionality including at least functions of receiving the presentation
7	instructions data file, running the instructions associated with the presentation instructions
8	data file, and playing the presentation;
9	receiving a request from a user node for the presentation;
10	selecting the presentation from the plurality of different presentations;
11	determining if the user node has the presentation engine;
12	if the user node does not have the presentation engine, then:
13	delivering the presentation engine to the user node;
14	delivering the presentation instructions data file to the user node for the
15	presentation;
16	if the user node has the presentation engine, then:
17	delivering the presentation instructions data file to the user node for the
18	presentation;

- wherein the presentation engine is delivered to the user node only if the user node
  does not have the presentation engine, whereby a total amount of data sent to the user can be
  reduced.
  - 1 2. The method as set forth in claim 1, wherein the presentation engine comprises 2 a Java applet.
  - 1 3. The method as set forth in claim 1, wherein the presentation instructions data 2 file comprises text.
  - 1 4. The method as set forth in claim 1, wherein the presentation instructions data 2 file comprises script.
  - The method as set forth in claim 1, wherein the presentation instructions data file comprises audio.
  - 1 6. The method as set forth in claim 1, wherein the presentation instructions data 2 file comprises video.
  - 7. The method as set forth in claim 1, wherein the presentation instructions data file comprises images.

- 1 8. The method as set forth in claim 1, wherein delivering the presentation 2 instructions data file comprises encrypting the presentation instructions data file.
- 9. The method as set forth in claim 1, wherein delivering the presentation instructions data file comprises delivering a single file.
- 1 10. The method as set forth in claim 1, wherein delivering the presentation 2 instructions data file comprises delivering a plurality of files.
- 1 11. The method as set forth in claim 1, further comprising sending an initialization command for causing the user node to open a second channel to receive the presentation.
- 1 12. The method as set forth in claim 1, further comprising sending a delivery command for causing the user node to issue the request for the presentation.
- 1 13. The method as set forth in claim 1, further comprising determining information 2 about the user node and selecting the presentation based on the user information.
- 1 14. The method as set forth in claim 1, wherein the presentation engine includes 2 functionality for playing audio.
  - 15. The method as set forth in claim 1, wherein the presentation engine includes

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- 2 functionality for playing video.
- 1 16. The method as set forth in claim 1, wherein the presentation engine includes
- 2 functionality for verifying that the user node received the presentation.
- 1 The method as set forth in claim 1, wherein selecting the presentation
- 2 comprises selecting the presentation based on the user node.
- 1 18. The method as set forth in claim 1, wherein selecting the presentation
- 2 comprises selecting the presentation from a series of related presentations.